

## QUARTERLY ISSUES / PROGRAMS REPORT

Station: KDND-FM

Location: Sacramento, California

For:

\_\_\_ January - March 19 \_\_\_

~~the~~ April-June ~~1999~~

\_\_\_ July-September 19 \_\_\_

X October-December 19 99

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

## **ASCERTAINED COMMUNITY ISSUES**

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

### **KDND-FM ISSUE-RESPONSIVE PROGRAMMING**

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<b><u>Day/Time</u></b>	<b><u>Program</u></b>	<b><u>Description</u></b>
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

## ISSUES / PROGRAMS LIST

### EDUCATION

Issue: Public Health & Safety  
Program: Public File  
Date: October 3, 1999  
Time: 6:00A-6:30A

Description: The City of Sacramento Fire Department will be joined by Sacramento area health and safety organizations to host a free fire awareness, life safety and health festival with activities for children, teens and adults. Free health screenings and safety exhibits at Prevention '99 will include bicycle and pedestrian safety, child passenger safety demonstrations, fingerprinting, skin cancer screening, pneumonia and tetanus shots, osteoporosis screening, cholesterol and asthma screening, stroke risk screening, hearing tests, flu shots, Y2K disaster preparedness, emergency preparedness, proper seatbelt and car seat use, and traffic safety information. Prevention '99 seeks to help all families, but especially those that have a tough time paying for health checkups, or are often too busy to schedule all of the many appointments.

Issue: Schools And What Really Goes On  
Program: The Parent's Journal  
Date: October 6, 1999  
Time: 6:00A-7:00A

Guest: Ted and NancySizer, Authors of *The Students Are Watching: Schools And The Moral Contract*. Together they have 50 years of teaching experience.

Issue: The Magical World Of A Child  
Program: The Parent's Journal  
Date: October 20, 1999  
Time: 6:00A-7:00A

Guest: Alison Gopnik, Ph.D. Professor of Psychology at The University of California at Berkeley and the co-author of *Scientists In The Crib: Minds, Brains & How Children Learn*.

Issue: Helping Children With Dyslexia Succeed At School  
Program: The Parent's Journal  
Date: October 27, 1999  
Time: 6:00A-7:00A

Guest: *Priscilla Vail, Learning Specialist and author of About Dyslexia: Unraveling The Myth.*

Issue: The Importance Of Music In Early Childhood Development  
Program: The Parent's Journal  
Date: November 10, 1999  
Time: 6:00A-7:00A

Guest: Dr. Lorna Lutz Heyge, Founder of and President of Musik Garten and the President of the Foundation for Music-Based Learning.

## ISSUES / PROGRAMS LIST

### EDUCATION

Issue: The World Of Pretend and Children's Theater  
Program: The Parent's Journal  
Date: November 17, 1999  
Time: 6:00A-7:00A

Guest: Christina Hamlett, actress, author and playwright, author of *20 Lively Plays For Young People*.

Issue: Learning Lessons From Real Life  
Program: The Parent's Journal  
Date: November 17, 1999 & November 24, 1999  
Time: 6:00A-7:00A

Guest: Beth Vachon, M. Ed., educator and co-author of *The School Saavy Parent: 365 Insider Tips To Help You Help Your Child*.

Issue: Preventing and Dealing With Bully Behavior  
Program: The Parent's Journal  
Date: November 17, 1999  
Time: 6:00A-7:00A

Guest: Dr. Allan Beane, Ph.D., author of *The Bully Free Classroom*.

Issue: Local Theater  
Program: Public File  
Date: December 5, 1999  
Time: 5:00A-5:30A

Description: Timothy Busfield holds local seminars titled "The Path of the Processional Actor". The program covers an introduction to acting, the audition process, the rehearsal/performance process, picture and resume samples, agent lists, casting director lists and local theater lists. It is a venue through which individuals can learn more about the field of acting and decide if they want to pursue a career in acting. The guest also runs the "Fantasy Theater", a professional touring theater for children. As the arts continue to be cut from school curriculum, Mr. Busfield believes it is important to provide exposure to professional theater at an early age. The Fantasy Theater brings original live theater to thousands of children each year. The guest's "B Street Theater" is dedicated to the development and presentation of new works.

Issue: Understanding & Coping With Your Child's Learning Disabilities  
Program: The Parent's Journal  
Date: December 22, 1999  
Time: 6:00A-7:00A

Guest: Larry B. Silver, M.D., clinical professor of psychiatry at Georgetown University Medical Center and author of *The Misunderstood Child*.

## ISSUES / PROGRAMS LIST

### ECONOMY

Issue: Compulsive Gambling  
Program: Public File  
Date: October 17, 1999  
Time: 5:30-6:00A

Description: Compulsive gambling is a chronic, incurable illness. It is the most pure form of psychological addiction. The guest discussed how compulsive gambling can rip apart personal relationships and devastate families. Various activities Gambling Anonymous members gambled on included horses, casinos, sports, stock commodities, securities, card rooms, and bingo, with the fastest growing form of addiction being video poker. Compulsive gambling is far more prevalent than most realize, partly because opportunities to gamble are so prevalent in our everyday lives and because gambling (State Lottery, casinos, etc) is sanctioned by society. The guest discussed red flags that family members should be aware of if they believe a loved one has a problem with gambling and the eleven signs of recovery, which included admitting to a gambling problem, abstaining completely from gambling, attending regular meetings, and talking about gambling less and less.

Issue: Working From Home With Young Children In The Family  
Program: The Parent's Journal  
Date: October 20, 1999  
Time: 6:00A-7:00A

Guest: Martha Stone and Pam Johan, Creators of Perpetual Cow Productions and the CD *For Crying Out Loud*.

Issue: Consumer Safety During The Holidays  
Program: Public File  
Date: December 12, 1999  
Time: 5:00A-5:30A

Description: The Better Business Bureau of the Sacramento Valley acts as an impartial third party to help resolve marketplace disputes. The BBB also furnishes information reports on the business practices of firms dealing with the public and of charities seeking public support. The BBB can assist with everyday consumer-business questions and offers general information publications on various subjects. The guest discussed scams to watch for during the busy holiday shopping season. It is estimated, for example that \$7.3 billion in holiday shopping is headed for the Internet, an increase of 121% over last year's holiday period. Along with the benefits of shopping online come more opportunities for crime and fraud.

## ISSUES / PROGRAMS LIST

### ECONOMY

Issue: Purchasing Safe Toys  
Program: Public File  
Date: December 12, 1999  
Time: 5:30-6:00A

Description: With the holiday gift buying season in full swing, the guests urge shoppers to place toy safety first on their shopping list. Every year, thousands of children are treated in hospital emergency rooms for toy-related injuries, but most of these injuries could easily have been prevented. The US Consumer Product Safety Commission estimates that in 1998 alone, 120,000 children were treated for toy-related injuries. Toys should be selected according to the age, ability, skills and interest of the child and consideration for who might have access to the toy. Some toys have small parts that pose choking hazards to a younger brother or sister. Toys that shoot, such as launchers, toy guns and bow and arrows, can cause serious eye injuries when shot at a close range. The Safety Commission requires labels on all toys for three to six year olds that could pose choking hazards for kids under the age of 3. The commission was involved in 95 toy and product recalls in 1999, removing about 60 million pieces of merchandise that could have caused injury or death to children.

Issue: Helping Kids Understand And Make Sense Of Money  
Program: The Parent's Journal  
Date: December 15, 1999  
Time: 6:00A-7:00A

Guest: Hollis Page Harmon, PFP., mom and author of *Money Sense For Kids*.

## ISSUES / PROGRAMS LIST

### GOVERNMENT

Issue: Public Health & Safety  
Program: Public File  
Date: October 3, 1999  
Time: 6:00A:6:30A

Description: The City of Sacramento Fire Department will be joined by Sacramento area health and safety organizations to host a free fire awareness, life safety and health festival with activities for children, teens and adults. Free health screenings and safety exhibits at Prevention '99 will include bicycle and pedestrian safety, child passenger safety demonstrations, fingerprinting, skin cancer screening, pneumonia and tetanus shots, osteoporosis screening, cholesterol and asthma screening, stroke risk screening, hearing tests, flu shots, Y2K disaster preparedness, emergency preparedness, proper seatbelt and car seat use, and traffic safety information. Prevention '99 seeks to help all families, but especially those that have a tough time paying for health checkups, or are often too busy to schedule all of the many appointments.

Issue: Ex-Prisoners of War  
Program: Public File  
Date: October 24, 1999  
Time: 6:30A-7:00A

Description: American Ex-Prisoners of War was established in 1942. The organization is now nationally chartered and has over 300 chapters and state departments, representing over 30,000 members. Their purpose is represented in their motto: "We exist to help those who cannot help themselves". In California there are 20 chapters, including Sacramento's chapter, the 49er Chapter with about 60 members. Membership is open to former prisoners of war captured by the enemy in any war. Most of the total membership is from the World War II era, but they do have members from the Korean War and the Vietnam conflict.

Issue: Legalizing Industrial Hemp  
Program: Public File  
Date: November 14, 1999  
Time: 6:30A-7:00A

Description: The California Assembly has endorsed the legalization of Industrial Hemp. The resolution declares that hemp can be grown by California farmers and regulated without interfering with marijuana laws. The guests explained that industrial hemp is not marijuana, but rather a non-intoxicating plant that has been cultivated and used in a multitude of ways around the world for a millennia. Hemp is a vital sustainable renewable resource for building materials, cloth, cordage, fiber, food, fuel, industrial chemicals, oil, paint, paper, plastics, seed, yarn and many other useful products. Hemp thrives without herbicides, reinvigorates the soil, requires less water than cotton, matures in 2 to 4 months and can potentially yield four times as much paper per acre as trees. In addition, the Assembly has found that the domestic production of industrial hemp can help protect California's environment, contribute to the growth of the state economy and be regulated in manner that will not interfere with the enforcement of marijuana laws.



## **ISSUES / PROGRAMS LIST**

### **GOVERNMENT**

Issue: World AIDS Day  
Program: Public File  
Date: November 28, 1999  
Time: 5:30-6:00A

Description: December 1, 1999 marks the start of a year long initiative to draw greater attention to the HIV/AIDS epidemic in the United States and around the world. Many initiatives will be aimed at young adults, who represent nearly 50% of all new HIV infections in the United States. The "AIDS: End The Silence" initiative aims not only to educate but also to engage people in open discussion about the issues. Effective age appropriate conversations with others can help them make informed choices that will protect their health now and in the future. Locally, political leaders will address the AIDS epidemic in the United States and in Sacramento from the west steps of the state Capitol. World AIDS Day will also be observed locally with a candlelight march around the state Capitol.

Issue: Drug Rehabilitation  
Program: Public File  
Date: December 26, 1999  
Time: 5:30-6:00A

Description: 'The Effort' has more than twenty-seven years serving the greater Sacramento community with innovative and caring treatment for the chemically dependent person. The Effort addresses the program network of family and close friends throughout the recovery process. The various programs include their counseling center, a detoxification program, residential program, medical clinic, intervention services, and employer services. One of the guests was a drug addict for over 13 years. During that time, she averaged 60 arrests per year, was hospitalized at least 10 times per year and her 2 children were in foster care. She estimates that as an addict, she cost the taxpayers at least \$75,000 per year. In contrast, her state funded recovery program cost a total of \$4,500 for three months. She has been clean, sober and working for the past 7 years and lobbies the legislature for funds for drug rehabilitation programs for inmates leaving prison.

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: Public Health & Safety  
Program: Public File  
Date: October 3, 1999  
Time: 6:00A:6:30A

Description: The City of Sacramento Fire Department will be joined by Sacramento area health and safety organizations to host a free fire awareness, life safety and health festival with activities for children, teens and adults. Free health screenings and safety exhibits at Prevention '99 will include bicycle and pedestrian safety, child passenger safety demonstrations, fingerprinting, skin cancer screening, pneumonia and tetanus shots, osteoporosis screening, cholesterol and asthma screening, stroke risk screening, hearing tests, flu shots, Y2K disaster preparedness, emergency preparedness, proper seatbelt and car seat use, and traffic safety information. Prevention '99 seeks to help all families, but especially those that have a tough time paying for health checkups, or are often too busy to schedule all of the many appointments.

Issue: Infant Toddler Nutrition  
Program: The Parent's Journal  
Date: October 6, 1999  
Time: 6:00A-7:00A

Guest: Susan Roberts, Ph.D., Chief of the Energy Metabolism Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging, Professor of Nutrition, Author of *Feeding Your Child For Lifelong Health: Birth Through Age Six*.

Issue: Child Passenger Safety  
Program: Public File  
Date: October 10, 1999  
Time: 5:00A-5:30A

Description: Our guests discussed the importance of proper usage of child and infant car seats. Studies show that millions of parents are unknowingly buckling their kids into improperly installed or even recalled car seats, often putting children's lives at risk. Locally, it is estimated that 98% of kids' car seats are used improperly. The reasons: car seat models differ, manuals are complex, and there are 14,000 possible incompatibilities with 1999 vehicles. Our guests say the only way for people to know if they are using a car seat correctly is to go to an inspection sight. Also discussed was a new law that may require children to ride in booster seats until age 7.

Issue: Cystic Fibrosis  
Program: Public File  
Date: October 10, 1999  
Time: 5:30-6:00A

Description: Our guests discussed the exciting potential on the horizon in Cystic Fibrosis research, a genetic disorder which affects a body's enzyme absorption. Some 40,000 people in the United States have Cystic Fibrosis, many of whom are small children. Life expectancy is gradually going up for children with this disease as more effective treatments and medications are developed. The Cystic Fibrosis Foundation, Sacramento Chapter, is extremely active in fund raising, with 91 cents of every dollar going to research or support groups.

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: Senior Medication Awareness  
Program: Public File  
Date: October 17, 1999  
Time: 5:00A-5:30A

Description: The SMART program was created in response to the fact that older adults are particularly at risk from the consequences of improper medication use. Alarming statistics show that the inappropriate use of medications leads to more than 100,000 deaths annually. Seniors over 65 usually take twice as many prescriptions as younger people and are therefore at much higher risk of running into serious problems. Studies have estimated that from 76.6 to 100 billion dollars a year are wasted because of the inappropriate use of medications. The group's mission is to promote the appropriate use of medication, prevent needless pain and suffering, avoid the high cost of hospitalization, save countless lives and billions of dollars in healthcare costs and help improve the quality of life for older Californians and their families.

Issue: Compulsive Gambling  
Program: Public File  
Date: October 17, 1999  
Time: 5:30-6:00A

Description: Compulsive gambling is a chronic, incurable illness. It is the most pure form of psychological addiction. The guest discussed how compulsive gambling can rip apart personal relationships and devastate families. Various activities Gambling Anonymous members gambled on included horses, casinos, sports, stock commodities, securities, card rooms, and bingo, with the fastest growing form of addiction being video poker. Compulsive gambling is far more prevalent than most realize, partly because opportunities to gamble are so prevalent in our everyday lives and because gambling (State Lottery, casinos, etc) is sanctioned by society. The guest discussed red flags that family members should be aware of if they believe a loved one has a problem with gambling and the eleven signs of recovery, which included admitting to a gambling problem, abstaining completely from gambling, attending regular meetings, and talking about gambling less and less.

Issue: Help For Troubled & Abused Children  
Program: Public File  
Date: October 24, 1999  
Time: 5:00A-5:30A

Description: The Sacramento Children's Home was founded in 1867 and provides services to abused and troubled children through its residential treatment programs and to families in crisis through community based preservation programs. The facility provides full time therapeutic institutional care for more than 80 boys and girls six years or older who are experiencing severe social, emotional and/or family problems. In addition, the facility offers group home care for 24 adolescent boys and girls, focusing on independent living and vocational services as well as emancipation training. The ultimate goal is, when possible, reuniting children with their parents. Their upcoming "Holiday Giving Program" seeks to brighten the spirits of 1,000 families and hundreds of children served by its campus and community based services.

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: Cancer  
Program: Public File  
Date: October 31, 1999  
Time: 6:00A:6:30A

Description: October is National Breast Cancer Awareness Month. The guest discussed recent breakthroughs in cancer treatment and pain management. With regards to breast cancer, he stressed the importance of self exams and early detection. The extent to which cancer is hereditary versus how much of our environment (smoking, sun, diet, etc) affect one's chances of having cancer. Society's ability to more easily and openly talk about breast and prostate cancer has also greatly benefitted detection and treatment. The UC Davis Cancer Center has recently received grants totaling more than \$1 million to study prostate cancer, the most common cancer affecting American men. This year, an estimated 330,000 men will be diagnosed with prostate cancer and more than 40,000 men will die from it... about the same number of women will die from breast cancer.

Issue: Food Safety For Holiday Feasts  
Program: Public File  
Date: November 21, 1999  
Time: 5:30-6:00A

Description: With the holiday season upon us, our guest reminded listeners to be aware that bacterial pathogens like Salmonella and Campylobacter can be present in foods like meat and poultry and cause illness due to insufficient cooking, inadequate cooling and improper food handling practices. By following simple, easy to remember food safety tips, consumers can ensure that holiday feasts do not become a source of food borne disease. Simple food safety tips include washing hands and food contact surfaces often, keeping foods separate to avoid cross contamination, refrigerating foods promptly, cooking foods to proper temperatures, and refrigerating leftovers. The guest emphasizes that food safety is something we should think about every day of the year and that properly prepared and handled foods can help assure meal safety.

Issue: Helping A Child With Special Needs Achieve Daily Dependence  
Program: The Parent's Journal  
Date: November 24, 1999  
Time: 6:00A-7:00A

Guest: Dr. Charlotte Thompson, author of *Raising A Child With A Neuro-Muscular Disorder*.

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: World AIDS Day  
Program: Public File  
Date: November 28, 1999  
Time: 5:30-6:00A

Description: December 1, 1999 marks the start of a year long initiative to draw greater attention to the HIV/AIDS epidemic in the United States and around the world. Many initiatives will be aimed at young adults, who represent nearly 50% of all new HIV infections in the United States. The "AIDS: End The Silence" initiative aims not only to educate but also to engage people in open discussion about the issues. Effective age appropriate conversations with others can help them make informed choices that will protect their health now and in the future. Locally, political leaders will address the AIDS epidemic in the United States and in Sacramento from the west steps of the state Capitol. World AIDS Day will also be observed locally with a candlelight march around the state Capitol.

Issue: Unhealthy Cities  
Program: Public File  
Date: December 5, 1999  
Time: 5:30-6:00A

Description: A new report finds that Sacramento is among the 10 sickest cities in the country. The list was developed by the guest by extrapolating influenza surveillance data obtained by the Centers for Disease Control and Prevention for the 1998-1999 flu season. The survey also looked into people's vitamin and supplement use. The most popular individual supplements, for example, are vitamins C and E and antioxidants... nutrients that prevent cellular damage... known to help ward off illness. In addition, the survey finds a rivalry between West Coast and East Coast vitamin users, with differences of opinions and perceptions about supplement usage. The guest also discussed the main reasons people take vitamins and herbal supplement... staying healthy, warding off illness, living longer, looking better, having more sex, and because of a doctor's recommendation.

Issue: Purchasing Safe Toys  
Program: Public File  
Date: December 12, 1999  
Time: 5:30-6:00A

Description: With the holiday gift buying season in full swing, the guests urge shoppers to place toy safety first on their shopping list. Every year, thousands of children are treated in hospital emergency rooms for toy-related injuries, but most of these injuries could easily have been prevented. The US Consumer Product Safety Commission estimates that in 1998 alone, 120,000 children were treated for toy-related injuries. Toys should be selected according to the age, ability, skills and interest of the child and consideration for who might have access to the toy. Some toys have small parts that pose choking hazards to a younger brother or sister. Toys that shoot, such as launchers, toy guns and bow and arrows, can cause serious eye injuries when shot at a close range. The Safety Commission requires labels on all toys for three to six year olds that could pose choking hazards for kids under the age of 3. The commission was involved in 95 toy and product recalls in 1999, removing about 60 million pieces of merchandise that could have caused injury or death to children.

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: Over Eating  
Program: Public File  
Date: December 19, 1999  
Time: 5:00A-5:30A

Description: Overeaters Anonymous is a fellowship of individuals who, through shared experience, strength and hope are recovering from compulsive overeating. Their primary purpose is to abstain from compulsive overeating and to carry their message of recovery to those who still suffer. The guests discussed their own personal battles with overeating and society's negative opinion of overweight people. They expressed a concern that younger and younger girls are developing eating disorders and unhealthy self images. The group has meetings throughout the area every day of the week at various times. Both guests discussed the difficulty of getting through the holidays when food is so prevalent. They explained that, like alcohol, drugs, smoking or gambling, overeating is a sickness, an addiction. The group patterns its program after the AA 12 step program to recovery.

Issue: Fire & Burn Prevention In Your Home, Teaching Kids Safety  
Program: The Parent's Journal  
Date: December 22, 1999  
Time: 6:00A-7:00A

Guest: Heather Paul, Ph.D., President of the National Safe Kids Organization.

Issue: How To Find A Good Pediatrician  
Program: The Parent's Journal  
Date: December 29, 1999  
Time: 6:00A-7:00A

Guest: Heidi Murkhoff, co-author of *What To Expect When You're Expecting*, *What To Expect The First Year*, and *What To Expect: The Toddler Years*.

## ISSUES / PROGRAMS LIST

### ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: Child Passenger Safety  
Program: Public File  
Date: October 10, 1999  
Time: 5:00A-5:30A

Description: Our guests discussed the importance of proper usage of child and infant car seats. Studies show that millions of parents are unknowingly buckling their kids into improperly installed or even recalled car seats, often putting children's lives at risk. Locally, it is estimated that 98% of kids' car seats are used improperly. The reasons: car seat models differ, manuals are complex, and there are 14,000 possible incompatibilities with 1999 vehicles. Our guests say the only way for people to know if they are using a car seat correctly is to go to an inspection sight. Also discussed was a new law that may require children to ride in booster seats until age 7.

Issue: Highway Call Boxes  
Program: Public File  
Date: November 14, 1999  
Time: 5:00A-5:30A

Description: Call boxes can be found along the right shoulder of highways in Sacramento, Yolo, San Joaquin, Yuba and Sutter Counties. The call boxes are located one half to one mile apart where there is adequate room to stop on the highway shoulder. Call boxes can be used to report a road hazard or accident or to get help for your car. They can be used in the event of a flat tire, an empty gas tank or an auto accident. Even with the rapid spread of cellular phones, stranded motorists continue to rely on call boxes 50,000 times a year in the local region. Highways in the Capitol Valley counties are equipped with over 1,290 call boxes, which are a direct line to the California Highway Patrol for motorist assistance. Call boxes will soon be hooked up to fog sensors to alert the CHP when a bank of grey completely shrouds a road. In addition, the call box program will soon be extended to American River Parkway, where cyclists or hikers can call for help.

Issue: Legalizing Industrial Hemp  
Program: Public File  
Date: November 14, 1999  
Time: 6:30A-7:00A

Description: The California Assembly has endorsed the legalization of Industrial Hemp. The resolution declares that hemp can be grown by California farmers and regulated without interfering with marijuana laws. The guests explained that industrial hemp is not marijuana, but rather a non-intoxicating plant that has been cultivated and used in a multitude of ways around the world for a millennia. Hemp is a vital sustainable renewable resource for building materials, cloth, cordage, fiber, food, fuel, industrial chemicals, oil, paint, paper, plastics, seed, yarn and many other useful products. Hemp thrives without herbicides, reinvigorates the soil, requires less water than cotton, matures in 2 to 4 months and can potentially yield four times as much paper per acre as trees. In addition, the Assembly has found that the domestic production of industrial hemp can help protect California's environment, contribute to the growth of the state economy and be regulated in manner that will not interfere with the enforcement of marijuana laws.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION**

**Issue:** Stormwater Pollution  
**Program:** Public File  
**Date:** November 21, 1999  
**Time:** 5:00A-5:30A

**Description:** Stormwater is the water that storm drains channel to creeks, lakes and rivers. This includes excess rain water or any other water that accumulates outside of buildings. Storm drains are essential to preventing streets and properties from flooding during heavy rainfall. Since water that flows to the storm drain is not treated, dirty water that runs off into the storm drain pollutes creeks and rivers. Sprinklers wash pesticides, fertilizers and weed killers from gardens and lawns. Detergents, oils and grease from washing the car, leaves and grass clippings left in the gutter, trash and grime left on parking lots all make runoff dirty. Polluted water can damage the fragile web of life that lives in and around our waterways. Simple changes in our daily activities... recycling motor oil, antifreeze and other automotive fluids, sweeping sidewalks and patios rather than hosing debris into gutters, avoiding purchasing oil based paints and using minimal amounts of pesticides... can greatly improve water quality.

**Issue:** Tire Dumping  
**Program:** Public File  
**Date:** November 28, 1999  
**Time:** 5:00A-5:30A

**Description:** In California alone, the 30 million tires are generated for disposal each year. In Sacramento, 400,000 tires are generated for disposal annually. Most tires are landfilled after being shredded. In the Sacramento region it costs more than one dollar per tire to properly dispose of tires. In 1998 alone, over 10,000 illegally dumped tires were collected from the public-right-of-ways in the city of Sacramento. The guests say the end-use market for tires is inadequate. Local end-use markets such as waste-to-energy and rubberized asphalt are effectively non-existent within the Sacramento area. Last year, the city of Sacramento coordinated the inspection of almost 50 tire retailers to monitor their compliance with strict state regulations regarding the use of registered haulers and storage requirements. Approximately 20 letters of violation were issued and thousands of improperly stored tires were cleaned up. The illegal disposal of tires contributes to urban blight. Neighborhoods that are especially afflicted by illegal dumping suffer lower property values as a result and the quality of life in such neighborhoods is negatively impacted.



## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION**

**Issue:** Drunk Driving Prevention  
**Program:** Public File  
**Date:** December 19, 1999  
**Time:** 5:30-6:00A

**Description:** December is Drunk & Drugged Driving Prevention Month (3D Month). The program was developed to educate Californians about the dangers of drinking and driving and provide solutions to this tragic problem. This year's California efforts include a special focus on underage drinking and ways in which parents and mentors can work with teens to ensure that they drive responsibly at all times. The goal of 3D Month is to save lives by educating the public about ways they can help prevent impaired driving, an action that killed 1,072 Californians and insured 30,985 in 1998 alone. Activities include candlelight vigils, designated driver programs, safe and sober messages to employees and students, alcohol-free holiday celebrations, community rallies and other special events. Participants include thousands of law enforcement agencies, businesses, traffic safety groups, schools, community organizations, substance abuse programs and traffic safety advocates.

**Issue:** Y2K Preparedness  
**Program:** Public File  
**Date:** December 26, 1999  
**Time:** 5:00A-5:30A

**Description:** Most people anticipate Y2K problems may happen December 31, 1999 at midnight. Many experts predict that the problem is more likely to be a persistent one over a few years rather than a single crash. Areas that have been focused upon with regards to the year 2000 technology problem are utilities and the national power grid, international banking and finance, health care, transportation, telecommunications, pension and mutual funds, emergency planning and general business. The guest says the biggest concern local officials have is that people may cause problem on New Years Eve by spreading rumors about Y2K problems. A quick Y2K preparedness list would include checking with manufacturers of any essential computer controlled electronic home equipment to see if that equipment may be affected, stocking disaster supplies to last several days, having some extra cash on hand, keep your car's gas tank above half full, have extra blankets, coats, hats and gloves, and have flashlights and batteries on hand.

## ISSUES / PROGRAMS LIST

### MINORITIES, WOMEN & AGING

Issue: Senior Medication Awareness  
Program: Public File  
Date: October 17, 1999  
Time: 5:00A-5:30A

Description: The SMART program was created in response to the fact that older adults are particularly at risk from the consequences of improper medication use. Alarming statistics show that the inappropriate use of medications leads to more than 100,000 deaths annually. Seniors over 65 usually take twice as many prescriptions as younger people and are therefore at much higher risk of running into serious problems. Studies have estimated that from 76.6 to 100 billion dollars a year are wasted because of the inappropriate use of medications. The group's mission is to promote the appropriate use of medication, prevent needless pain and suffering, avoid the high cost of hospitalization, save countless lives and billions of dollars in healthcare costs and help improve the quality of life for older Californians and their families.

Issue: Cancer  
Program: Public File  
Date: October 31, 1999  
Time: 6:00A-6:30A

Description: October is National Breast Cancer Awareness Month. The guest discussed recent breakthroughs in cancer treatment and pain management. With regards to breast cancer, he stressed the importance of self exams and early detection. The extent to which cancer is hereditary versus how much of our environment (smoking, sun, diet, etc) affect one's chances of having cancer. Society's ability to more easily and openly talk about breast and prostate cancer has also greatly benefitted detection and treatment. The UC Davis Cancer Center has recently received grants totaling more than \$1 million to study prostate cancer, the most common cancer affecting American men. This year, an estimated 330,000 men will be diagnosed with prostate cancer and more than 40,000 men will die from it... about the same number of women will die from breast cancer.

Issue: Diversity: Parenting Challenges In Multi-Cultural Families  
Program: The Parent's Journal  
Date: November 3, 1999  
Time: 6:00A-7:00A

Guest: Karen Katz, mother, illustrator and author of children's books - Mother of an adopted girl from Guatemala, author of *The Color of Us* and *Over The Moon: An Adoption Tale*.

## ISSUES / PROGRAMS LIST

### CRIME

Issue: Compulsive Gambling  
Program: Public File  
Date: October 17, 1999  
Time: 5:30-6:00A

Description: Compulsive gambling is a chronic, incurable illness. It is the most pure form of psychological addiction. The guest discussed how compulsive gambling can rip apart personal relationships and devastate families. Various activities Gambling Anonymous members gambled on included horses, casinos, sports, stock commodities, securities, card rooms, and bingo, with the fastest growing form of addiction being video poker. Compulsive gambling is far more prevalent than most realize, partly because opportunities to gamble are so prevalent in our everyday lives and because gambling (State Lottery, casinos, etc) is sanctioned by society. The guest discussed red flags that family members should be aware of if they believe a loved one has a problem with gambling and the eleven signs of recovery, which included admitting to a gambling problem, abstaining completely from gambling, attending regular meetings, and talking about gambling less and less.

Issue: Consumer Safety During The Holidays  
Program: Public File  
Date: December 12, 1999  
Time: 5:00A-5:30A

Description: The Better Business Bureau of the Sacramento Valley acts as an impartial third party to help resolve marketplace disputes. The BBB also furnishes information reports on the business practices of firms dealing with the public and of charities seeking public support. The BBB can assist with everyday consumer-business questions and offers general information publications on various subjects. The guest discussed scams to watch for during the busy holiday shopping season. It is estimated, for example that \$7.3 billion in holiday shopping is headed for the Internet, an increase of 121% over last year's holiday period. Along with the benefits of shopping online come more opportunities for crime and fraud. It is a good idea to bring some "physical world" caution and common sense to the online shopping experience.

Issue: Drunk Driving Prevention  
Program: Public File  
Date: December 19, 1999  
Time: 5:30-6:00A

Description: December is Drunk & Drugged Driving Prevention Month (3D Month). The program was developed to educate Californians about the dangers of drinking and driving and provide solutions to this tragic problem. This year's California efforts include a special focus on underage drinking and ways in which parents and mentors can work with teens to ensure that they drive responsibly at all times. The goal of 3D Month is to save lives by educating the public about ways they can help prevent impaired driving, an action that killed 1,072 Californians and insured 30,985 in 1998 alone. Activities include candlelight vigils, designated driver programs, safe and sober messages to employees and students, alcohol-free holiday celebrations, community rallies and other special events. Participants include law enforcement agencies, businesses, traffic safety groups, schools, community organizations, substance abuse programs & traffic safety advocates.

## ISSUES / PROGRAMS LIST

### CRIME

Issue: Drug Rehabilitation  
Program: Public File  
Date: December 26, 1999  
Time: 5:30-6:00A

Description: 'The Effort' has more than twenty-seven years serving the greater Sacramento community with innovative and caring treatment for the chemically dependent person. The Effort addresses the program network of family and close friends throughout the recovery process. The various programs include their counseling center, a detoxification program, residential program, medical clinic, intervention services, and employer services. One of the guests was a drug addict for over 13 years. During that time, she averaged 60 arrests per year, was hospitalized at least 10 times per year and her 2 children were in foster care. She estimates that as an addict, she cost the taxpayers at least \$75,000 per year. In contrast, her state funded recovery program cost a total of \$4,500 for three months. She has been clean, sober and working for the past 7 years and lobbies the legislature for funds for drug rehabilitation programs for inmates leaving prison.

## ISSUES / PROGRAMS LIST

### DRUG ABUSE

Issue: Ending Homelessness  
Program: Public File  
Date: October 3, 1999  
Time: 5:00A-5:30A

Description: The Clean and Sober group seeks to help homelessness people with drug and alcohol problems overcome their addictions and become productive members of the community. The guests emphasize that a person needs to want to receive help before they can be part of the "Clean & Sober" program which helps individuals through detox and through staying clean. The program finds housing with other people in rehabilitation and can even help clean and sober "graduates" find work. On the positive side, the guests say an unprecedented number of homeless people with drug and alcohol problems are reaching out and asking for help. On the down side, the program is always struggling with not having enough room for all of their clients. Their 4<sup>th</sup> Annual Clean & Sober fund raiser seeks to raise much needed money, so that the program never has to turn away a person who wants their help.

Issue: Senior Medication Awareness  
Program: Public File  
Date: October 17, 1999  
Time: 5:00A-5:30A

Description: The SMART program was created in response to the fact that older adults are particularly at risk from the consequences of improper medication use. Alarming statistics show that the inappropriate use of medications leads to more than 100,000 deaths annually. Seniors over 65 usually take twice as many prescriptions as younger people and are therefore at much higher risk of running into serious problems. Studies have estimated that from 76.6 to 100 billion dollars a year are wasted because of the inappropriate use of medications. The group's mission is to promote the appropriate use of medication, prevent needless pain and suffering, avoid the high cost of hospitalization, save countless lives and billions of dollars in healthcare costs and help improve the quality of life for older Californians and their families.

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## **ISSUES / PROGRAMS LIST**

### **DRUG ABUSE**

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**Program:** Public File  
**Date:** December 26, 1999  
**Time:** 5:30-6:00A

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## **ISSUES / PROGRAMS LIST**

### **HOUSING**

**Issue:** Ending Homelessness  
**Program:** Public File  
**Date:** October 3, 1999  
**Time:** 5:00A-5:30A

**Description:** The Clean and Sober group seeks to help homelessness people with drug and alcohol problems overcome their addictions and become productive members of the community. The guests emphasize that a person needs to want to receive help before they can be part of the "Clean & Sober" program which helps individuals through detox and through staying clean. The program finds housing with other people in rehabilitation and can even help clean and sober "graduates" find work. On the positive side, the guests say an unprecedented number of homeless people with drug and alcohol problems are reaching out and asking for help. On the down side, the program is always struggling with not having enough room for all of their clients. Their 4<sup>th</sup> Annual Clean & Sober fund raiser seeks to raise much needed money, so that the program never has to turn away a person who wants their help.

**Issue:** Help For Troubled & Abused Children  
**Program:** Public File  
**Date:** October 24, 1999  
**Time:** 5:00A-5:30A

**Description:** The home was founded in 1867 and provides services to abused and troubled children through its residential treatment programs and to families in crisis through community based preservation programs. The facility provides full time therapeutic institutional care for more than 80 boys and girls six years or older who are experiencing severe social, emotional and/or family problems. In addition, the facility offers group home care for 24 adolescent boys and girls, focusing on independent living and vocational services as well as emancipation training. The ultimate goal is, when possible, reuniting children with their parents. Their upcoming "Holiday Giving Program" seeks to brighten the spirits of 1,000 families and hundreds of children served by its campus and community based services.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: Ending Homelessness  
Program: Public File  
Date: October 3, 1999  
Time: 5:00A-5:30A

Description: The Clean and Sober group seeks to help homelessness people with drug and alcohol problems overcome their addictions and become productive members of the community. The guests emphasize that a person needs to want to receive help before they can be part of the "Clean & Sober" program which helps individuals through detox and through staying clean. The program finds housing with other people in rehabilitation and can even help clean and sober "graduates" find work. On the positive side, the guests say an unprecedented number of homeless people with drug and alcohol problems are reaching out and asking for help. On the down side, the program is always struggling with not having enough room for all of their clients. Their 4<sup>th</sup> Annual Clean & Sober fund raiser seeks to raise much needed money, so that the program never has to turn away a person who wants their help.

Issue: Public Health & Safety  
Program: Public File  
Date: October 3, 1999  
Time: 6:00A-6:30A

Description: The City of Sacramento Fire Department will be joined by Sacramento area health and safety organizations to host a free fire awareness, life safety and health festival with activities for children, teens and adults. Free health screenings and safety exhibits at Prevention '99 will include bicycle and pedestrian safety, child passenger safety demonstrations, fingerprinting, skin cancer screening, pneumonia and tetanus shots, osteoporosis screening, cholesterol and asthma screening, stroke risk screening, hearing tests, flu shots, Y2K disaster preparedness, emergency preparedness, proper seatbelt and car seat use, and traffic safety information. Prevention '99 seeks to help all families, but especially those that have a tough time paying for health checkups, or are often too busy to schedule all of the many appointments.

Issue: Parent's Notes  
Program: The Parent's Journal  
Date: October 3, 1999 - December 26, 1999  
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: Preparing Your Teen To Leave Home  
Program: The Parent's Journal  
Date: October 6, 1999  
Time: 6:00A-7:00A

Guest: Dr. Robert Lauer, Research Professor with the US International University in San Diego, California. Author with his wife, Jeannette, of *How to Survive And Thrive In An Empty Nest*.



## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: Child Passenger Safety  
Program: Public File  
Date: October 10, 1999  
Time: 5:00A-5:30A

Description: Our guests discussed the importance of proper usage of child and infant car seats. Studies show that millions of parents are unknowingly buckling their kids into improperly installed or even recalled car seats, often putting children's lives at risk. Locally, it is estimated that 98% of kids' car seats are used improperly. The reasons: car seat models differ, manuals are complex, and there are 14,000 possible incompatibilities with 1999 vehicles. Our guests say the only way for people to know if they are using a car seat correctly is to go to an inspection sight. Also discussed was a new law that may require children to ride in booster seats until age 7.

Issue: Cystic Fibrosis  
Program: Public File  
Date: October 10, 1999  
Time: 5:30-6:00A

Description: Our guests discussed the exciting potential on the horizon in Cystic Fibrosis research, a genetic disorder which affects a body's enzyme absorption. Some 40,000 people in the United States have Cystic Fibrosis, many of whom are small children. Life expectancy is gradually going up for children with this disease as more effective treatments and medications are developed. The Cystic Fibrosis Foundation, Sacramento Chapter, is extremely active in fund raising, with 91 cents of every dollar going to research or support groups.

Issue: New Television Guidelines - From The American Association of Pediatrics  
Program: The Parent's Journal  
Date: October 13, 1999  
Time: 6:00A-7:00A

Guest: Dr. Michael Rich of the Children's Hospital in Boston, Massachusetts, Member of the American Academy of Pediatrics Committee on Public Education.

Issue: Helping Children Organize Their Routine/Dealing With Perfectionism  
Program: The Parent's Journal  
Date: October 13, 1999  
Time: 6:00A-7:00A

Guest: Miriam Adderholdt, Ph.D. Author of adjunct professor at Lenior-Rhyne College in Hickory, North Carolina. She's the co-author of *Perfectionism: What's Bad About Being Too Good?*

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: Around The World Family  
Program: The Parent's Journal  
Date: October 13, 1999  
Time: 6:00A-7:00A

Guest: David Elliot Cohen, author of *One Year Off: Leaving It All Behind For A Round The World Journey With Our Children*.

Issue: Compulsive Gambling  
Program: Public File  
Date: October 17, 1999  
Time: 5:30-6:00A

Description: Compulsive gambling is a chronic, incurable illness. It is the most pure form of psychological addiction. The guest discussed how compulsive gambling can rip apart personal relationships and devastate families. Various activities Gambling Anonymous members gambled on included horses, casinos, sports, stock commodities, securities, card rooms, and bingo, with the fastest growing form of addiction being video poker. Compulsive gambling is far more prevalent than most realize, partly because opportunities to gamble are so prevalent in our everyday lives and because gambling (State Lottery, casinos, etc) is sanctioned by society. The guest discussed red flags that family members should be aware of if they believe a loved one has a problem with gambling and the eleven signs of recovery, which included admitting to a gambling problem, abstaining completely from gambling, attending regular meetings, and talking about gambling less and less.

Issue: Working From Home With Young Children In The Family  
Program: The Parent's Journal  
Date: October 20, 1999  
Time: 6:00A-7:00A

Guest: Martha Stone and Pam Johan, Creators of Perpetual Cow Productions and the CD *For Crying Out Loud*.

Issue: Four Great Ways To Help Children Make Friends  
Program: The Parent's Journal  
Date: October 20, 1999  
Time: 6:00A-7:00A

Guest: Michele Borba, Ph.D. author of *Parents Do Make A Difference: How To Raise Kids With Solid Character, Strong Minds, and Caring Hearts*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: Help For Troubled & Abused Children  
Program: Public File  
Date: October 24, 1999  
Time: 5:00A-5:30A

Description: The Sacramento Children's Home was founded in 1867 and provides services to abused and troubled children through its residential treatment programs and to families in crisis through community based preservation programs. The facility provides full time therapeutic institutional care for more than 80 boys and girls six years or older who are experiencing severe social, emotional and/or family problems. In addition, the facility offers group home care for 24 adolescent boys and girls, focusing on independent living and vocational services as well as emancipation training. The ultimate goal is, when possible, reuniting children with their parents. Their upcoming "Holiday Giving Program" seeks to brighten the spirits of 1,000 families and hundreds of children served by its campus and community based services.

Issue: Parenting Skills: A Conversation with Dr. John Gray  
Program: The Parent's Journal  
Date: October 27, 1999  
Time: 6:00A-7:00A

Guest: Dr. John Gray, Ph.D. author of *Men Are From Mars & Women Are From Venus* and *Children Are From Heaven*.

Issue: Halloween Safety & 911 Emergency Phone Call Tips  
Program: Public File  
Date: October 31, 1999  
Time: 5:30-6:00A

Description: When an emergency, such as a fire, occurs, people become quickly panicked and confused. As a result, many calls received by emergency dispatchers are not complete enough for help to arrive quickly. Sometimes, no calls are received because everyone thinks someone else has already called the fire department. The guest have suggestions like keeping emergency numbers posted on every phone in the house, teaching young children what types of emergencies would warrant a 911 call. Emergency calls made the right way help save lives. False emergency calls made as a joke are crimes that cost lives. The guest also discussed Halloween safety tips, like carrying flashlights, escorting small children, staying clear of pumpkins with candles in them, driving slowly in neighborhoods, and going through your children's candy before allowing them the eat any.

Issue: Discovering What Your Children Are Thinking  
Program: The Parent's Journal  
Date: November 3, 1999  
Time: 6:00A-7:00A

Guest: Gary Screaton Page, teacher and author of *Being The Parent You Want To Be*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: Day To Day Routine In Parenting A Large Family  
Program: The Parent's Journal  
Date: November 10, 1999  
Time: 6:00A-7:00A

Guest: Alyce Wechter, busy mom with 12 children.

Issue: Importance Of Family Meetings  
Program: The Parent's Journal  
Date: November 10, 1999  
Time: 6:00A-7:00A

Guest: Kimberly Money, co-author of *Creating A Functional Family In A Dysfunctional World*.

Issue: Setting Boundaries & Limits For Your Children  
Program: The Parent's Journal  
Date: December 1, 1999  
Time: 6:00A-7:00A

Guest: Denis Donovan, M.D. and Deborah McIntyre, M.A., authors of *What Did I Just Say?: How New Insights Into Childhood Thinking Can Help You Communicate More*.

Issue: Local Theater  
Program: Public File  
Date: December 5, 1999  
Time: 5:00A-5:30A

Description: Timothy Busfield holds local seminars titled "The Path of the Processional Actor". The program covers an introduction to acting, the audition process, the rehearsal/performance process, picture and resume samples, agent lists, casting director lists and local theater lists. It is a venue through which individuals can learn more about the field of acting and decide if they want to pursue a career in acting. The guest also runs the "Fantasy Theater", a professional touring theater for children. As the arts continue to be cut from school curriculum, Mr. Busfield believes it is important to provide exposure to professional theater at an early age. The Fantasy Theater brings original live theater to thousands of children each year. The guest's "B Street Theater" is dedicated to the development and presentation of new works.

Issue: Strengthening Your Family With Traditions & Rituals  
Program: The Parent's Journal  
Date: December 8, 1999  
Time: 6:00A-7:00A

Guest: William Doherty Ph.D., author of *The Intentional Family*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: Pre-Teen Communication  
Program: The Parent's Journal  
Date: December 8, 1999  
Time: 6:00A-7:00A

Guest: Ellen Rosenberg, Ph.D., author of *Get A Clue*.

Issue: Helping Parents Deal With Their Child's Misbehavior  
Program: The Parent's Journal  
Date: December 8, 1999  
Time: 6:00A-7:00A

Guest: Dr. Lisa Pion-Berlin, Parents Anonymous.

Issue: Purchasing Safe Toys  
Program: Public File  
Date: December 12, 1999  
Time: 5:30-6:00A

Description: With the holiday gift buying season in full swing, the guests urge shoppers to place toy safety first on their shopping list. Every year, thousands of children are treated in hospital emergency rooms for toy-related injuries. Most of these injuries could easily have been prevented. The US Consumer Product Safety Commission estimates that in 1998 alone, 120,000 children were treated for toy-related injuries. Toys should be selected according to age, ability, skills & interest of the child and consideration for who might have access to the toy. Some toys have small parts that pose choking hazards to a younger sibling. Toys that shoot, such as launchers, toy guns and bow & arrows, can cause serious eye injuries when shot at a close range. The Safety Commission requires labels on all toys for 3 to 6 six year olds that could pose choking hazards for kids under the age of 3. The commission was involved in 95 toy & product recalls in 1999, removing about 60 million pieces of merchandise that could have caused injury or death.

Issue: Encouraging The Emotional Development of Boys  
Program: The Parent's Journal  
Date: December 15, 1999  
Time: 6:00A-7:00A

Guest: Dr. Michael Thompson, Ph.D., Child and Family Psychologist, co-author of *Raising Cain: Protecting The Emotional Life Of Boys*.

Issue: Toddler Temperament  
Program: The Parent's Journal  
Date: December 22, 1999  
Time: 6:00A-7:00A

Guest: Claire Kopp, developmental psychologist and author of *Baby Steps: The Whys Of Your Child's Behavior In The First Two Years*.

## **PUBLIC SERVICE ANNOUNCEMENTS**

KSEG, KSSJ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<b><u>KSEG</u></b>	<b><u>KSSJ</u></b>	<b><u>KDND</u></b>
Sacramento Children's Receiving Home	5	6	4
Sacramento Food Bank	6	6	5
Sacramento Zoo	4	4	6
Sacramento Crisis Nursery	5	5	7
Stanford Settlement	5	7	4
March of Dimes	4	4	7
UC Davis Cancer Center	6	6	5
Contractors Caring For Kids	6	7	8
Shriner's Hospital for Children	5	7	5
Sacramento Camp Fire Boys & Girls	7	5	7
El Dorado Women's Center	5	6	5
American Cancer Society	4	7	6
Wildlife Care Association	5	6	5
Atkinson Youth Service	7	5	6
Sacramento Cystic Fibrosis Foundation	4	7	4
Discovery Museum	5	5	5
Junior League of Sacramento	6	5	7
Rotary Club of Fair Oaks	5	4	4
Easter Seals of Superior California	6	5	6
Big Brothers / Big Sisters of Greater Sacramento	4	4	7
Sacramento Black Chamber of Commerce	5	5	4
Sacramento Employment & Training Agency	6	5	7
Leukemia Society of America	7	7	5
Crocker Art Museum	5	5	5

*(CONTINUED ON NEXT PAGE)*

	<b><u>KSEG</u></b>	<b><u>KSSJ</u></b>	<b><u>KDND</u></b>
WEAVE	6	4	5
Golden State Museum	7	7	4
Project RIDE	5	5	4
Independent Adoption Center	5	4	4
Sacramento SPCA	7	5	6
Adaptive Leisure Services of Sacramento County	6	5	6
Optimist Club of Cameron Park	5	6	5
Susan G. Komen Foundation	4	4	4
Youth Guidance Connection	5	7	5
Arthritis Foundation of Northern California	7	5	7
Sacramento Fire Department	3	5	4

### **NEWS DEPARTMENT**

KSEG airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories ranges from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of six stories for a total of over 2300 topics per quarter.

## **APPEARANCES, EVENTS & FUNDRAISERS**

•The Entercom staff renovated the play area of the WEAVE (Women Escaping A Violent Environment) Safehouse. The facility is a temporary shelter to battered women who are in crisis and in need of a safe place to stay. The women and their children can receive food, clothing, counseling and legal information and referrals without worrying that they will be found by an abusive spouse. The Entercom staff painted and repaired a large play house, painted and cleaned up the play ground and picnic tables, cleaned all the shelter's windows and rain gutters, rebuilt and painted benches, and added a new children's picnic table and basketball backboard. All labor and material were donated.

•Entercom / Sacramento employees continue to be active members of the local Big Brothers / Big Sisters Board of Directors. In addition, Entercom hosts and supplies lunch for the boards meetings, held every two months. In addition, Big Brothers / Big Sisters received \$1,000 from Entercom's (KDND, specifically) Jingle Ball Holiday Concert.

•In support of Entercom's Anti-Violence Broadcasting Policy, Entercom/Sacramento donated the studio time and production talent for the California Youth Authority public service announcements. The group seeks to strengthen and support communities by providing at-risk and high-risk young people and their families with positive alternatives to negative behaviors and actions. Of particular interest is their RSVP (Reducing School Violence Through Prevention) program, which targets children in elementary, middle and high school who have been identified by teachers, counselors, parents and friends as struggling with potentially violent issues.

•Entercom/Sacramento employees have resumed mentoring students at Encina School of Academies. The program provides students with tools for and insight into the areas of media communications. Their goal is to provide relevant, challenging training for the students so that they may leave the program with entry-level employment skills.